



FOR IMMEDIATE RELEASE

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FREE SMILES SAFE KIDS CARDS TO BE OFFERED AT 1906 EXPO

MINNEAPOLIS, MN – March 23, 2006 – Lifetouch’s SmileSafe Kids™ Program, which was developed in partnership with The National Center for Missing & Exploited Children® (NCMEC) and is one of America’s largest child safety initiatives, will be offered to parents and children at the 1906 Expo to be held at Pier 48, April 15-17.

The SmileSafe Kids program is a rapid-response system that allows Lifetouch to provide a child’s image to NCMEC, in the event of a missing child, 24 hours a day, seven days a week. Lifetouch will provide an image to NCMEC only if it is requested and verified by the child’s parent or guardian.

In addition, the SmileSafe Kids program provides free photo identification cards to parents and guardians with a current portrait of their child, vital information from NCMEC on what to do if a child is reported missing, and NCMEC’s toll free number 1-800-THE-LOST. The cards also provide a space for parents and guardians to include information about their child’s physical characteristics.

While SmileSafe Kids is traditionally offered only in Lifetouch partnering schools Wells Fargo is helping to bring the program to the 1906 Expo to make it available to the San Francisco community. Wells Fargo is covering the cost of providing more than 3,000 photo identification cards to the public during the 3-day event.

“We are pleased to be working with Wells Fargo to offer the SmileSafe Kids program to families in the San Francisco area,” said Jake Barker, President and COO of Lifetouch National School Studios. “We can’t think of a more positive way to use our resources than to assist families, law enforcement, and NCMEC 24 hours a day, seven days a week to help in the recovery of a missing child.”

Experts indicate that time is the enemy when it comes to recovering a missing child. A critical element in the first few hours of an investigation is for law enforcement to have a good, quality current photo of the missing child. NCMEC’s statistics show that one in six children featured in their photo distribution network is recovered as a direct result of someone recognizing their photo and notifying authorities.

For more information about this program, please visit www.smilesafekids.com.

About The National Center for Missing & Exploited Children (NCMEC)

NCMEC is a 501(c)(3) nonprofit organization that works in cooperation with the U.S. Department of Justice's Office of Juvenile Justice and Delinquency Prevention. NCMEC's congressionally mandated CyberTipline, a reporting mechanism for child sexual exploitation, has handled more than 365,600 leads. Since its establishment in 1984, NCMEC has assisted law enforcement with more than 117,100 missing child cases, resulting in the recovery of more than 99,500 children. For more information about NCMEC, call its toll-free, 24-hour hotline at 1-800-THE-LOST or visit its web site at www.missingkids.com

About Lifetouch

Lifetouch has been providing high quality portraits to schools and parents for 70 years and is the largest school photographer in North America. Lifetouch provides photography services for preschool, elementary and high school students.

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